RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

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February 21, 1997

RJR Account #«SIS»
«NAME»
«ACCOUNT»

APRIL DORAL B2GF LIGHTER / PROMOTION #700050

Dear «GREETING»:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **«SKUS»** SKUs of Doral Lighters (Item #521573) to pack and ship the above promotion to your participating retail accounts. ***«COMMENTS»*** All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (12M) Cases
12300-16612	*FF King*	«STYLE1»
12300-15312	*FF 100*	«STYLE1»
12300-15112	*Light King*	«STYLE1»
12300-15212	*Light 100*	«STYLE1»

«PO»

Product / Premium Arrival:	March «SHIPDATE», 1997
Ship Date to Retail:	Week of: March 31, 1997
SKU CUBE:	1.1490
SKU WT (w/o Product):	4.1900 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$«EFT»
Non-EFT $ Amount:	$«NONEFT»

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Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Lighter sleeves. Two packs of the same brand should be loaded into each sleeve. Consumer purchases two (2) packs of Doral and receives a free Doral Lighter.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST

SEE ENCLOSED "WHOLESALER PACKING INSTRUCTIONS"

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$«PYMT» («CASES» (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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